



# Diploma of Marketing & Communication

COURSE CODE • **BSB52415** CRICOS COURSE CODE • **097073C**

## COURSE DESCRIPTION

Our Diploma of Marketing & Communication gives you the skills and the know-how to engage and influence valuable customers, develop brand loyalty, and execute strategic marketing campaigns. This program has been specifically designed to provide graduates with a broad base of generalist marketing knowledge and skills suitable both for entry-level employment in marketing roles and/or as a platform for further specialized study.

## WHAT WILL I LEARN?

### FIND YOUR SPARK

BSBLDR511 • Develop and use emotional intelligence  
BSBMKG507 • Interpret market trends and developments

### MARKETING 101

BSBMKG502 • Establish and adjust the marketing mix  
BSBMKG523 • Design and develop an integrated marketing communication plan

### SOCIAL MEDIA AND UX DESIGN

BSBDES602 • Research global design trends  
BSBMKG534 • Design effective digital user experiences  
BSBMKG537 • Develop a social media engagement plan  
BSBPMG522 • Undertake project work

### DIGITAL ADVERTISING STRATEGIES

BSBMKG530 • Create distributed multiplatform digital advertisements  
BSBMKG514 • Implement and monitor marketing activities  
BSBCRT501 • Originate and develop concepts  
BSBLDR502 • Lead and manage effective workplace relationships



# Marketing is a contest for people's attention

SETH GODIN

## 01. **CAMPUS**

- Sydney Startup Hub

## 02. **DURATION**

52 weeks (including term breaks)  
4 terms (10 weeks per term)  
1200 hours

## 03. **EMPLOYMENT OPPORTUNITIES**

- Frontline Manager
- Middle Manager
- Supervisor
- Business Operator

## 04. **ENTRY REQUIREMENTS**

- Successful completion of Laneway's BSB40215 Certificate IV in Business OR all core units in BSB42415 Certificate IV in Marketing and Communication
- Must be at least 18 years of age at course commencement
- International learners must demonstrate they hold an IELTS 5.5 with no skills band less than 5 or equivalent

Information provided is current as at the date listed below, and may be subject to change. Date: 03.10.2019

LANEWAY EDUCATION RTO: 41504 | CRICOS PROVIDER: 035976



[laneway.edu.au](http://laneway.edu.au)



[admissions@laneway.edu.au](mailto:admissions@laneway.edu.au)



+61 (0) 2 9019 3377



### **Sydney Startup Hub**

Level 7, 11 - 31 York Street  
Sydney NSW Australia 2000



### **Melbourne CBD**

Level 7, 118 Queen Street  
Melbourne VIC 3000